



University of San Francisco  
Master Certificate  
Programs Online  
2008 – 2009

## Supply Chain Management

Master Certificate Program

NEW  
CERTIFICATE  
PROGRAM

## UNIVERSITY OF SAN FRANCISCO

Acclaimed as one of America's best universities by *U.S. News & World Report* and *The Princeton Review*, the University of San Francisco (USF) has earned a reputation for academic excellence that dates back to its founding in 1855. It is home to more than 8,500 students, representing virtually every state and more than 65 foreign countries. USF is committed to becoming internationally recognized as a premier Jesuit Catholic, urban university with a global perspective and a mission of educating leaders who will fashion a more humane and just world.

The University of San Francisco is accredited by the Western Association of Schools and Colleges (WASC). USF's School of Business and Management – which includes the Masagung Graduate School of Management and the McLaren Undergraduate College of Business – is accredited by the Association to Advance Collegiate Schools of Business. AACSB International is the premier accrediting body for degree programs in business administration.

## Hurry! Monthly Classes Fill Quickly.

→ 800-436-1713

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# Master the Development and Management of a Modern Supply Chain – Online!

All the world's a supply chain, and it's ripe for conquering by those with the right skills and credentials. Far-reaching issues – such as global expansion and sourcing, the rapid growth of multinational corporations and strategic partnerships, rising gas prices and environmental concerns – dramatically impact every company's corporate strategy and bottom line. These emerging trends have made supply chain management the most critical business discipline in the world today. As more and more companies realize the importance of their supply chain, they are competing to fill a growing number of positions from a limited pool of trained specialists – resulting in a massive shortage of qualified supply chain professionals.

The University of San Francisco helps meet this unprecedented demand with its online **Master Certificate in Supply Chain Management** program. Seize your opportunity to advance within this dynamic, exciting and highly lucrative career field, which encompasses positions in planning, procurement, manufacturing and distribution.

## MAKE YOUR MARK IN ONE OF TODAY'S MOST IN-DEMAND BUSINESS DISCIPLINES

There's never been a better time to explore a career in supply chain management or fine-tune your credentials; and with the University of San Francisco's Master Certificate in Supply Chain Management program, there's never been a better way to do so. Through information-packed lectures and hands-on simulations, this unique online program gives you the high-level perspective necessary to make decisions that benefit not only your department, but the organization as a whole. And by acquiring the skills and knowledge to contribute to your company's success, you ensure your own professional success, as well.

### Learn How to:

- Identify the key components of a supply chain and the impact each has on the organization
- Implement proven strategies for cost management, outsourcing and supplier selection
- Integrate key forecasting techniques and eco-friendly planning practices into your supply chain processes
- Optimize supply chain performance with Lean Six Sigma tactics
- Discern the key trends that will influence and drive the supply chain of the future
- Master the tools and tactics employed by world-class supply chains

The Master Certificate in Supply Chain Management program features three eight-week courses presented online by the country's leading experts in supply chain management.

“Even before decision-makers knew it by name, supply chain management was always a critical factor in determining the success or failure of a business. Today, it has become increasingly apparent that monumental advantages can be attained through relatively minor supply chain adjustments ...”

*Managing the Supply Chain: The Definitive Guide for the Business Professional*



## MASTER CERTIFICATE IN SUPPLY CHAIN MANAGEMENT

Develop the multi-disciplinary awareness and practical techniques you need to excel in the complex and highly competitive world of supply chain management. In as little as eight weeks, you'll acquire new skills you can begin applying immediately on the job and a new credential that will help you advance further and faster in your career.



This interactive program lets you tap into the knowledge and experience of leading industry experts and practice your newly acquired skills via realistic supply chain simulations. You'll also analyze case studies and learn proven "how-to" tips. Plus, your interactions with fellow classmates across the country and around the globe will give you valuable insights into real-world supply chain implementations from many different perspectives.

### Program Benefits

- Gain insights into the synergistic relationships between supply chain components
- Improve the flow of information across the supply chain to facilitate channel- or system-wide initiatives
- Implement process changes to better address customer demand and optimize your supply chain
- Adapt the best practices of the world's most successful corporations for use within your own company
- Prepare for certification from leading industry organizations

### Who Should Register?

This dynamic program benefits professionals in every category of supply chain management, including planning, procurement, manufacturing and logistics. The Master Certificate in Supply Chain Management program is open to anyone interested in gaining or improving their supply chain management skills.

## GET CERTIFIED!

Your master certificate prepares you for certification exams from leading industry organizations, including APICS and ISM.

**Functional Perspective of  
Supply Chain Management**



**Tactical Implementation of  
Supply Chain Management**



**Strategic Best Practices of  
Supply Chain Management**



**MASTER CERTIFICATE IN  
SUPPLY CHAIN MANAGEMENT**

## EXPERIENCE AN UNMATCHED ONLINE CLASSROOM

Our online classroom is second to none! It's dynamic, interactive and multimedia driven. You'll interact with fellow students and instructors in real time on message boards, in online chat rooms and via email – it's just like being in the classroom, live, on the Internet.

Communicating with professors during virtual office hours and viewing leading industry experts via streaming video make learning faster than in the traditional classroom setting. You'll do everything online in your own time, so you can work full time and continue your education, impacting your company's bottom line in a very positive way!

## UNPARALLELED FEATURES

- Virtual classroom that's better than live
- Professor-led classes through online streaming video
- Chat rooms and message boards for rich, real-time interaction with professors and students alike
- Ability to study anytime, anywhere
- No required login times – 24/7 access
- Multimedia access – not a book-in-a-box, go-it-alone program

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## DEVELOP AND FINE-TUNE YOUR SUPPLY CHAIN MANAGEMENT SKILLS — ONLINE!

The Master Certificate in Supply Chain Management is made up of three eight-week certificate courses: *Functional Perspective of Supply Chain Management*, *Tactical Implementation of Supply Chain Management* and *Strategic Best Practices of Supply Chain Management*. The courses build upon one another in a step-by-step progression, ultimately delivering the skills and knowledge you need to succeed in any industry.

### Functional Perspective of Supply Chain Management

Whether you're just entering the field of supply chain management, preparing to transition into a new role or hoping to move into a senior-level position, your perspective is critical to your success. This course will enable you to see the world from a supply chain manager's view, and make key business decisions based on that perspective.

#### What You'll Learn:

- Modern procurement and supply chain approaches
- Impacts of IT on supply chain strategy
- Effective sourcing strategies
- Lifecycle management and Lean Six Sigma tools
- Operational plans and master scheduling
- Components of a competitive logistics infrastructure
- Customer relationship management (CRM)
- Governmental and regulatory concerns in supply chain management

### Tactical Implementation of Supply Chain Management

Delving into detailed tactics and tools, this course teaches you how to apply, fine-tune and successfully implement key supply chain management concepts. By the end of the course, you will be fully versed in the procurement and operations aspects of supply chain management and well equipped to set up and run a supply chain in any industry.

#### What You'll Learn:

- Supply chain cost-management strategies and inventory control techniques
- Techniques for planning and implementing business process outsourcing (BPO) initiatives
- Contract negotiation, preparation and administration
- Advanced planning systems (APS) and supply chain optimization
- Network supply chain design considerations

### Strategic Best Practices of Supply Chain Management

Create a strategic advantage for your company – and yourself – by analyzing best-in-class business practices and the key trends impacting the supply chain of the future. Detailed case studies impart insider tips on how to drive continuous improvement, while hands-on simulations illustrate the impact of your decisions throughout the product lifecycle.

#### What You'll Learn:

- Advanced theory of supply chain management
- Ways to leverage Lean, Six Sigma and Lean Six Sigma strategies
- Tips for deploying supply chain management systems
- Evolution of demand-driven inventory management
- Supply chain structure/design trends, globalization impacts and technology
- Design and implementation of supplier development programs
- Target and Kaizen costing strategies

## UNIVERSITY OF SAN FRANCISCO ONLINE FACULTY

The Master Certificate in Supply Chain Management program is led by real-world experts who bring a wealth of knowledge and experience to instructional development and delivery. These instructors comprise a constellation of the best coaches, teachers and experts possible – all gathered in one convenient program for you.

### Wayne R. Brantley, BS, MS Ed, PMP, CRP, CPLP

Mr. Brantley is the Senior Director of Professional Education for the University Alliance. He has over 26 years of experience in the Air Force as a Project Manager for technology training and curriculum development. Mr. Brantley has taught and consulted on project management, quality management, leadership, curriculum development and return on investment to Fortune 500 companies worldwide. He holds a BS and an MS in Education from the University of Southern Mississippi.

### Matt Cole, BS, MS

Mr. Cole is a seasoned supply chain professional with beverage giant Diageo, where he manages the production and planning of U.S. and Canadian beverage distribution. He previously worked as a Supply Chain Planner for international manufacturer Unilever and had a distinguished career in the U.S. Army, where he oversaw administrative, supply, foodservice and logistics support. Mr. Cole is a graduate of the United States Military Academy at West Point, where he earned a BS in Systems Engineering. He also received an MS in Engineering Management from Northeastern University.

### Ron Crabtree, BA, CPIM, CIRM, CSCP, MLSSBB

Mr. Crabtree is President of MetaOps, Inc., a training and consulting firm that specializes in strategic business transformation. He is an internationally recognized expert in cutting-edge business process improvement methodologies and author of numerous articles, white papers and webinars. Mr. Crabtree also serves as Director-at-Large for the Greater Detroit chapter of APICS, The Association for Operations Management. He holds a BA in Management and Organizational Development from Spring Arbor College.

### Marilyn Gettinger, BS, CPM

Ms. Gettinger is President and Founder of New Directions Consulting Group. She serves as an adjunct professor at IONA College, instructor for Baruch University's international certificate program and Chair of Union County College's supply chain and project management certificate programs. She previously held key supply chain roles with The Body Shop, a leading skin and body care retailer, and Bristol-Myers, an international pharmaceutical company. Ms. Gettinger is an MBA candidate at Fairleigh Dickinson University and received her BS in Business from Bloomfield College.

### Joseph Kirchner, BS, MBA, CPIM

Mr. Kirchner has over 30 years of experience in supply chain management across a variety of industries, including automotive, chemical, electronics, food processing and consulting. His areas of expertise encompass production planning and control, forecasting, inventory management, purchasing, logistics, and sales and operations planning. He currently serves as Director of Supply Chain Management for Singleton Seafood. Mr. Kirchner earned his MBA from the University of South Carolina and holds a BS in Mathematics from Indiana University of Pennsylvania.

### Gary Marcus, BS, JD, LLM

Mr. Marcus serves as counsel to Goldberg & Connolly's Federal Contracts Group and has over 30 years of experience in state, local and federal contracting. He is a frequent lecturer on government contracting topics for various industry associations, and he teaches government contract procurement law at Hofstra University and Villanova University. Mr. Marcus received his JD from Brooklyn Law School and has an LLM in Corporate Law from New York University. He also holds a BS in Accounting from Hunter College.

### Rebecca Mulford, BS, MBA

Ms. Mulford is a supply chain planning professional with over 10 years of experience in consumer packaged goods and a strong background in project management, financial analysis and operations. She is currently employed as a Demand Planning Manager by leading beverage distributor Diageo. Ms. Mulford is a graduate of the University of San Francisco, where she received an MBA with an emphasis in Operations Management. She also holds a BS in Business and Economics, Accounting, from Lehigh University.

### C. Lynn Northrup, BBA, CPA, CPIM

Mr. Northrup is an author, business advisor and consultant with over 40 years of experience and professional expertise in operations, performance measurement and strategic cost management. He has held a variety of management and executive positions – including Controller, Vice President of Finance, and President and Chief Operating Officer – across a wide range of manufacturing and service industries. Mr. Northrup earned his BBA from Clarkson University and is a licensed CPA in multiple states.



University of San Francisco

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The University Alliance (UA) facilitates the promotion and online delivery of degree and professional certificate programs from the nation's leading traditional universities and institutions. Powered by UA's technology and support services, our university partners have surpassed 300,000 online enrollments – making UA the largest facilitator of e-learning in the country. University Alliance partners include Villanova University, the University of Notre Dame's Mendoza College of Business, Tulane University's Freeman School of Business, Thunderbird School of Global Management, the University of San Francisco, the University of South Florida, Florida Institute of Technology, The University of Scranton and Jacksonville University.

One simple call connects you to the broad range of benefits offered by the University Alliance. You will be assigned a program representative who serves as your contact for non-academic issues – answering questions about financing options, helping you to enroll in the next class and more. Technical support personnel and other professionals are also easily accessible every step of the way.

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## CERTIFICATE PROGRAM TUITION

### Master Certificate in Supply Chain Management

Take all three courses and receive your Master Certificate in Supply Chain Management. Earning a master certificate demonstrates your solid understanding of supply chain management principles and helps you make business decisions that positively impact not just your department, but the organization as a whole.

Sign up for all three courses in this program and receive a special tuition rate of \$4,995. That's \$945 off the regular tuition price of \$5,940 for all three courses individually.

### Supply Chain Management

Functional Perspective of Supply Chain Management	\$1,980
Tactical Implementation of Supply Chain Management	\$1,980
Strategic Best Practices of Supply Chain Management	\$1,980
<b>TOTAL</b>	<b>\$5,940</b>
<b>Special Package: All three courses (a \$945 savings)</b>	<b>\$4,995</b>

Continuing Education Units: Earn 4.5 CEUs for each eight-week course.

## WHAT TYPES OF DISCOUNTS AND ASSISTANCE ARE AVAILABLE?

### Tuition Assistance

Your tuition cost may be covered by your company's tuition assistance program and may also be tax deductible. Consult your HR department and your tax advisor for more information.

### Career Training Loan<sup>SM</sup>

SLM Financial, a Sallie Mae company, offers a comprehensive, flexible, low-cost loan product specifically designed to help working adults who enroll in an accredited university's distance learning undergraduate or graduate degree program or certificate program. The SLM Financial Career Training Loan, with its quick application and approval process, will have you ready to enroll in the next available session. For more information on the SLM Financial Career Training Loan, contact a program representative today or fill out an online application.

### Military Discount

Special discounts are available for active U.S. military servicemembers. Please call for more information.



University of San Francisco

## CORPORATE PROGRAMS

### Unleash the Power of Your Organization

Establish a corporate training program today, and begin to see positive results in your organization immediately!

### What You'll Get

A well-educated workforce equals corporate success. Along with saving your company valuable time and money, you'll provide your employees with the opportunity to learn the necessary skills to lead improvement initiatives that result in measurable sales growth, economic value, customer satisfaction and retention, and employee satisfaction and motivation. These skills will help increase your bottom line and create a streamlined work environment.

### Start With a Pilot Program!

Register a group of your employees in an online class, and see how their newly acquired knowledge increases productivity and impacts your bottom line. This pilot program offers the following services to your organization:

- Special corporate pricing
- A unique, expert-led online session to "kick off" the course
- A survey of employees after class to ensure quality and satisfaction
- An end-of-course review with corporate managers
- All employees will be in the same online class

*"Tomorrow's business leaders will need an increasingly wide range of skills. For those with gaps in their knowledge, executive education programs are an important way of plugging the holes."*

*Bill Ridgers, Editor of Executive Education Survey  
by the Economist Intelligence Unit*

**Guarantee your staff's success with supply chain management skills from the University of San Francisco! Getting started is easy. Contact us today for complete details.**

## A DIVERSE NETWORK

Join the growing number of companies nationwide who have experienced the University Alliance difference:

- Accenture
- Agfa
- Alliance Energy
- AT&T
- Bell South
- Bethlehem Steel
- Boeing
- Chevron
- Cisco
- CSX Transportation
- Dell
- Deloitte Consulting
- EDS
- ExxonMobil
- General Dynamics
- General Electric
- General Motors
- Groton Utilities
- Halliburton
- HP
- IBM
- Ingersoll-Rand
- Intel
- Lockheed Martin
- Microsoft
- Motorola
- NASA
- PricewaterhouseCoopers
- Schlumberger
- Sprint
- United Technology
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